

## Guidelines and application for advertising Delaware Helpline's phone number:

- Please contact the manager of Delaware Helpline when your agency/organization wants to advertise our number, mainly because we may need some direction with regard to where we should forward resultant calls. It's not always obvious.
- Also, we need to know what the potential impact will be on our call volume - we want adequate staffing to ensure prompt service to your (and our) constituents.
- If it's a special project with a deadline or a temporary initiative, please let us know the effective dates.
- When you advertise our number, please put the name "Delaware Helpline" next to our number, so callers don't think they've reached a wrong number when we answer our phone "Delaware Helpline" instead of the name of your agency or program.
- Send copy of the actual advertisement to the manager of the Delaware Helpline in advance of its release.

Please complete the following form and send to David Weiss, Supervisor, Delaware Helpline, 900 King Street, Ste.330, Wilmington DE 19801 (SLC: N220H). Questions should be directed to Mr Weiss at (phone) 302-255-1811 or (email) [david.weiss@state.de.us](mailto:david.weiss@state.de.us).

PROGRAM NAME	
STATE AGENCY	
WHERE WILL AD BE PLACED?	
DATES OF AD CAMPAIGN	START: END:
ANTICIPATED CALL VOLUME (IF KNOWN)	
CONTACT (NAME, PHONE, EMAIL)	
ADDITIONAL COMMENTS	

Approved:

Director, Government Support Services (OMB)	Executive Director, DE Helpline Inc.
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